



**GREEN
MARK.ie**
CARBON
NEUTRAL12

Carbon Neutral

Carbon neutral, also called carbon neutrality, is a term used to describe the action of organisations, businesses and individuals taking action to remove as much carbon dioxide from the atmosphere as each put in to it. The overall goal of carbon neutrality is to achieve a zero-carbon footprint.

A Carbon Neutral business is generally accepted as a business that has measured its Scope 1 & 2 Emissions (Electricity and Fossil Fuels consumed on site) and achieved a zero-carbon footprint by reducing consumption and investing in renewables – on or off site.

The GREENMark recognises that many businesses are interested in achieving this status and has created the GREENMark Carbon Neutral12 as a standard to enable businesses to achieve this and promote their actions to consumers.

GREENMark – Carbon Neutral12

This GREENMark defines a business as having achieved Scope 1 & 2 Carbon emissions neutrality, or even carbon positivity.

It is not the intention of the GREENMark at this time to create a model where the carbon footprint of goods and services (Scope 3) need to be calculated as the medium-term objective is for each supplier to achieve carbon neutrality which would therefore render goods and services supplied as carbon neutral.

However, GREENMark Carbon Neutral12 businesses must include in their Purchasing Policy a stated preference for suppliers to have achieved Scope 1 & 2 carbon neutrality. They must give this a weighting that would be advantageous for the supplier as part of their competitive quote.

The purchasing policy must also prefer locally supplied goods (Of Irish Provenance) and services and actively source these to minimise travel miles.





Carbon Offsets

Businesses may offset their carbon footprint by purchasing renewable energy directly (e.g; Green Electricity) and/or by purchasing carbon offsets.

These carbon offsets can only be from projects based on the Island of Ireland and the business must be able to prove their provenance and purchase.

Where carbon offsets from forestry are being claimed this is only accepted from Native Irish Woodland plantations.

All carbon Offsets claimed must be approved, **in advance**, by the GREENMark, and the GREENMark reserves the absolute right to refuse to accept the offset request. *(This forms part of the Terms & Conditions of joining the programme)*

Achieving the GREENMark – Carbon Neutral12

The following conditions must be met;

Must have achieved the Carbon Smart GREENMark

The Carbon Reduction Plan must include the following;

- Identify energy efficiency actions taken and how they will be maintained
- A list of energy efficient actions that will reduce total energy consumption by 5% per annum
- Annual Benchmarking and KPI analysis
- Must include the Carbon Emissions from the businesses corporate travel
- How they are encouraging employees to minimise their carbon footprint to/from the workplace

Where the business is applying Offsetting or purchasing renewable energy full details of these must be provided.

Must publish on their website complete details of their Carbon Reduction Plan – identifying projects undertaken, energy efficiency achievements and how they are achieving carbon neutrality.

